

February 11, 2003

Country of Origin Labeling Program
Agricultural Marketing Service, USDA
Stop 0249, Room 2092-S
1400 Independence Ave., SW
Washington, D.C. 20250-0249

Ladies and Gentlemen:

Thank you for the opportunity to comment on this very important issue to the beef industry.

I am what USDA and others cannot define, I am the American Family Farmer, and I am a cow/calf producer marketing my production as feeder calves. I participate in pre-conditioned sales sponsored by the University of Kentucky College of Agriculture and the Kentucky Department of Agriculture.

I am actively involved in my local, state beef association. I participate in all self-improvement programs the University of Kentucky College of Agriculture makes available to me. I do this to improve my profitability and to produce a safe food product, as now I am told in every magazine article and meeting I attend. Also I have a close client relationship with my veterinarian because I believe in the proper use of vaccines for optimum herd health.

I have followed this issue for sometime and have been sitting on the fence as how I am going to take action. There are numerous articles in the popular beef magazines as to why I shouldn't support "COOL" and industry leaders are telling me the same, plus I wonder if my USDA is really on my side.

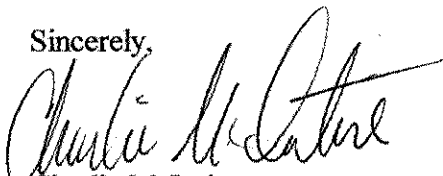
The simple idea of marketing was explained in an article that states that John Tyson will spend 100 million on a marketing campaign to put Tyson labels on beef and pork from its' IBP subsidiary.

I believe "COOL" gives me and other independent U.S. producers the advantage just like John Tyson to differentiate our product from the rest of the world. I am ready to source verify my livestock produced with a tag or any other means that will afford me the "Product of the USA" designation.

To me the issue is clear and I support "COOL" as written into the 2002 Farm Bill by Congress. I demand the same marketing opportunity that will separate my product from other global sources of beef. As with any other product sold to the American Consumer I want the chance to prove that my product is of higher quality and safer than what is imported.

Please list this comment in support for "COOL". I support this because like John Tyson, I believe enough in my product to have my name on it. I think the American consumer should have the option to choose.

Sincerely,



Charlie McIntire